

SI No	Adbook Guidelines
1	Post finalizing and onboarding the influencers, we will need 5-7 business days minimum for executing the campaign.
2	Taxes will be over and above the cost shared.
3	As per the ASCI guidelines, all content pieces will carry a partnership disclosure either in the form of a 'Paid Partnership' tag or #Ad #Sponsored. For more details visit <a href="http://www.asci.social">www.asci.social</a> for the complete ASCI guidelines or reach out to your representative at <a href="mailto:support@adbook.club">support@adbook.club</a>
4	The commercials mentioned are valid for a period of 30 days.
5	These are tentative commercials, the final commercials will be based on exact deliverables and creatives.
6	Commercials don't include any usage period or exclusivity, the Usage Rights need to be purchased separately as a different deliverable.
7	Influencer Intent will be subject to creatives, timelines, and final commercials.
8	If the influencer is required to travel to the brand's location or any store visit, this has to be mentioned at the beginning, during the influencer negotiation phase as these costs are not included and have to be borne by the client or reimbursed.
9	All the content has to be mutually approved by the brand and the influencer.
10	The commercials are for self-shot content only.
11	Cancellation Charges: 50% cancellation charges will be applicable on cancellation post confirmation/once the script is locked. 100% cancellation charges will be applicable once the content has been shot/ approved.
12	Production - If production is required, commercials for the same will be over and above.
13	Content will be shot after the concept/ script has been approved by the brand, Reshoots will not be possible (unless there's a factual/ technical error or if the influencer fails to follow the script).
14	Renewal or extension of rights will be subject to renegotiation.
15	If needed, Staff cost, TBL(travel boarding and lodging), and vanity van required for the shoot will be over and above and to be borne by the brand on actuals (Advance payments).
16	During Campaign Execution, all the changes with respect to content should be done during the scripting phase. Any Major edits post the final edit of the video will not be accommodated.
17	All content can be taken live by the brand and influencer post mutual approvals from the same.